

## **MEET CZECH DESIGN to speak out at Unique Fashion Week**

Unique Fashion Week is part of the Meet Czech Design project through which CzechTourism links the most important design events in the Czech Republic.

MEET CZECH DESIGN is a festival that links events happening in Czech centres of industrial design – Zlín, Nový Bor, Mladá Boleslav, Prague and Brno. Each of these towns and cities has a lot to say in terms of both the history and the current status of Czech design. All of the municipalities will offer an extensive programme, leading their visitors through special design trails, exhibits, and galleries, organising field trips as well as lectures by both Czech and global celebrities of design, performances and other events. This is how CzechTourism intends to increase the attraction of the Czech Republic for the fans of modern lifestyle.

MEET CZECH DESIGN has already taken place in Zlín, focusing on shoes, architecture, and young talents, and in Nový Bor; the ‘Mecca’ of Czech glassmaking. Three more towns and cities are also included in the festival. Mladá Boleslav will spin the wheels of design between 12–14 September, focusing on the automotive industry. The festival in Prague will have the longest session, which starts on 8 September and continues until 19 October. This session will include major events such as Designblok, Prague Fashion Week and Architecture Week as well as a retrospective exhibit entitled “The Young and the Successful”, which will map the work of the previous winners of the Czech National Award for Student Design. Brno will be the fifth stop for MEET CZECH DESIGN, occurring between 5-9 October with a focus on graphic design.

MEET CZECH DESIGN organises the Fashion Talk as part of the Fashion Week on 13 September, focused on the interconnection of fashion and design. This will also include a photograph exhibit by Marek Musil, entitled ‘A Touch of Fashion’, which captures the unique atmosphere of DD Fashion Week 2011, and a fashion show. When it comes to celebrities, the participants in Fashion Talk will include Maria Nina Václavková who won the Talent Design competition held as part of MEET CZECH DESIGN in Zlín with her Rectangle shoe design. The Fashion Week will also include the Meet Czech Design studio where visitors can learn about both the past and the upcoming events in Meet Czech Design. Visitors can receive additional information and partake in light refreshments in a pleasant environment.

[www.meetczechdesign.cz](http://www.meetczechdesign.cz)

For more information please contact:

**Ms Michaela Klofcová**  
Head of Media Relations

Tel.: + 420 221 580 274, 775 930 924  
[klofcova@czechtourism.cz](mailto:klofcova@czechtourism.cz)